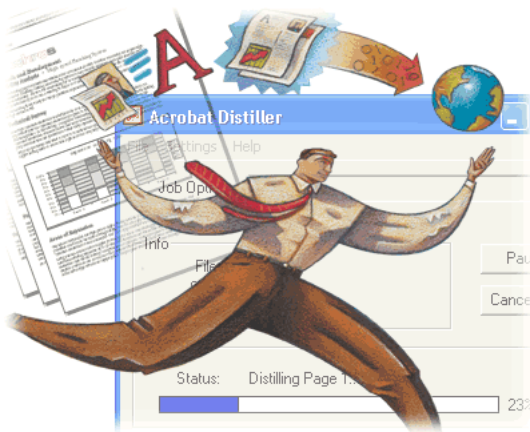


Adobe Acrobat

Keep PDF file size small

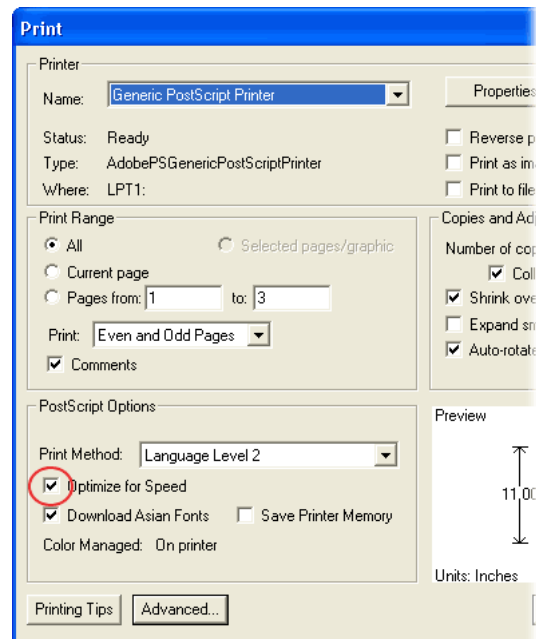
Service providers and Web site visitors both appreciate small Adobe® PDF files: Small files print and download faster, saving time and money. So how can you reduce file size without sacrificing the integrity of your documents? The key is to focus on efficiency throughout the process, from the first time you scan an image to the last time you save the PDF file in Adobe Acrobat® 5.0.



1. Keep the file size of the original document small.

Keep the file size small as you create the document. Reduce the size of images before you place them in a page-layout application (for example, change the image mode or the image resolution in Adobe Photoshop®). Choose File > Save As to save the file before creating a PDF file. If you're creating a document in Adobe InDesign®, crop vector graphics before you place them. If you're creating a document in Adobe Illustrator®, use fewer steps when creating a blend, use fewer points to create a path, and limit the use of text

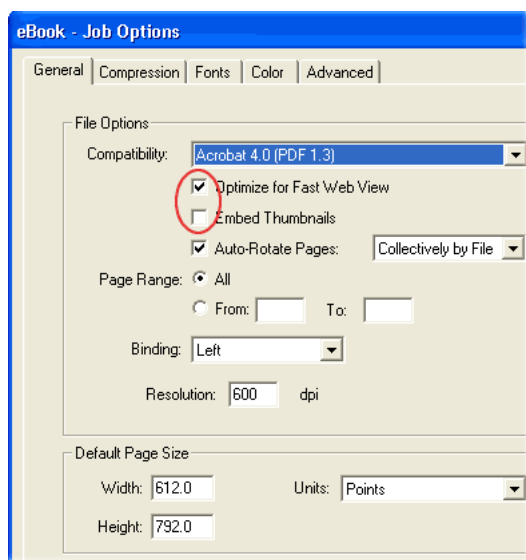
transformations, type along a path, and typeface changes. Choose Object > Path > Simplify to remove unnecessary anchor points from a complex object. Use the Cleanup command to delete stray points, unpainted objects, and empty text paths.



2. Specify options in the General pane in Distiller.

In Acrobat Distiller, choose Settings > Job Options. Select Optimize For Fast Web View. Deselect Embed Thumbnails. If your document contains only vector objects or EPS files with type—that is, it contains no bitmap images—consider lowering the resolution. To access the same job options in Acrobat PDFMaker 5.0 for Microsoft Office (Windows only), choose Acrobat > Change Conversion Settings, and then click Edit Conversion Settings. If you don't need tags in your Adobe PDF file—that is, if accessibility and reflow are not priorities for this document—choose Acrobat > Change Conversion Settings, then click the Office tab, and deselect Embed Structure in PDF.

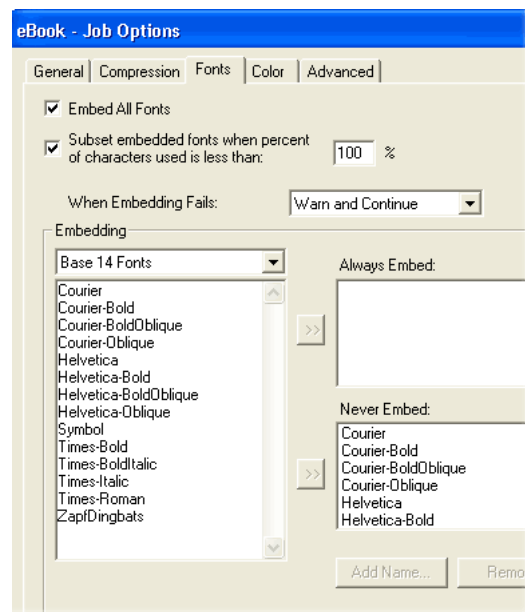
The Export PDF dialog box in InDesign and the Adobe PDF Format Options dialog box in Illustrator offer many of the options available in Acrobat Distiller but not all the options described above. Use the Optimize For Fast Web View option even if you aren't publishing the PDF file to the Web; when the option is selected, Acrobat replaces repeated images with pointers to the first occurrences of those images. For most purposes, you don't need to embed thumbnails in the PDF file because Acrobat and Acrobat Reader automatically create thumbnails. However, Acrobat Reader for PocketPC and earlier versions of Acrobat Reader display only embedded thumbnails.



3. Subset fonts, or don't embed them at all.

In the Fonts pane, remove fonts from the Always Embed list. Then select Subset Embedded Fonts When Percent of Characters Used Is Less Than, and enter a threshold above which Distiller should embed the entire font. If you never need to embed certain fonts, because they exist on viewers' computers or the substitution is satisfactory, move them to the Never Embed list. To see how a PDF file appears without embedded fonts, create the PDF file, and then, in Acrobat, choose View > Use Local Fonts; Acrobat displays and prints the PDF file using substituted fonts for all fonts that aren't embedded.

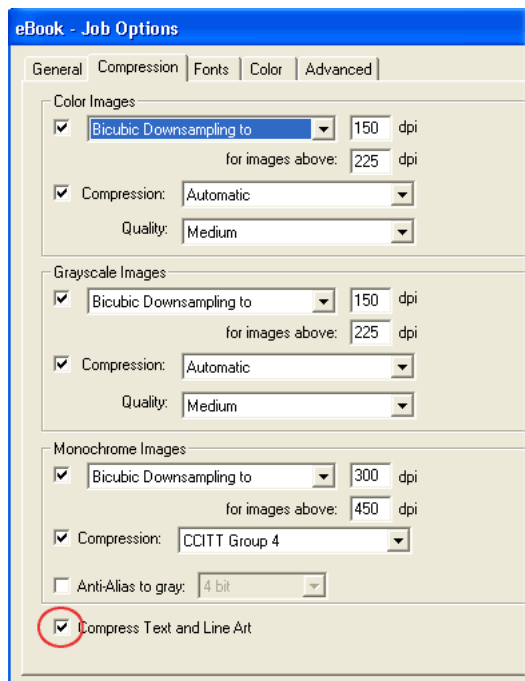
Distiller can embed an entire font, a subset of the font (that is, the characters used), or nothing at all in the PDF file. If you embed the characters you use, all readers view and print the text in its original font. If the font is not embedded and is not available on a viewer's computer, Acrobat substitutes a Multiple Master typeface, stretching or condensing it to fit the metrics of the original font. Distiller embeds fonts in the Always Embed list even if they aren't used in the document.



4. Compress and downsample images.

In the Compression pane, select Compress Text and Line Art. Then choose compression and resampling options for color, grayscale, and black-and-white images. For color and grayscale images, choose a resolution that is 1.5 to 2 times the line screen ruling at which the file will be printed. Typically, ZIP compression works well for images with large areas of single colors or repeating patterns; JPEG is best for grayscale or color images such as continuous-tone photographs; CCITT is appropriate for black-and-white images and images scanned with an image depth of 1 bit, and Run Length produces the best results for images containing large areas of solid white or black. Experiment to see which compression methods best balance file size and quality for your documents.

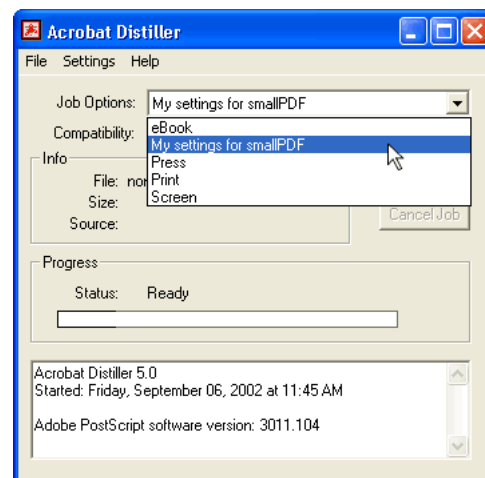
Compression and resampling can significantly reduce the size of a PDF file with little or no loss of detail and precision. When you downsample, data is deleted from the image. The interpolation method you choose—average downsampling, bicubic downsampling, or subsampling—determines how pixels are deleted. For detailed information about the compression and resampling options in Acrobat Distiller, see "Applying compression and resampling to PDF files" in Adobe Acrobat Help.



5. Create the PDF file.

Save the job options settings you've specified, and then save or print the document as a PostScript file. In Acrobat Distiller, choose File > Open; select the PostScript file, and click Open. (If you're creating a PDF file from Microsoft Word, Microsoft Excel, or Microsoft PowerPoint, choose Acrobat > Convert to PDF.)

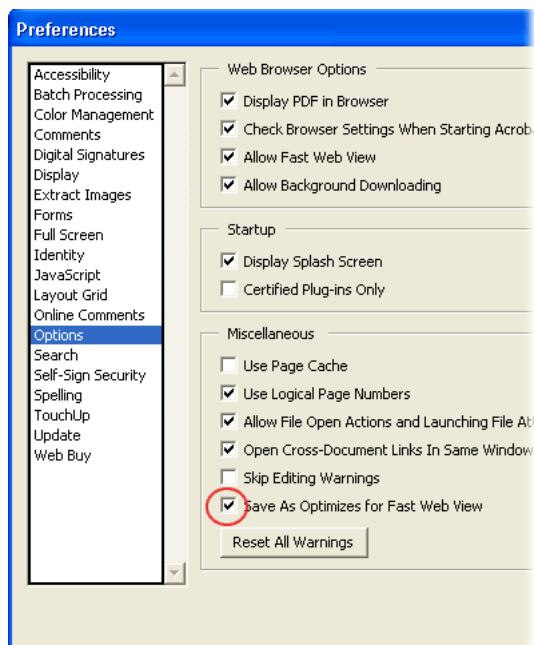
Create the PDF file using the tool in which you specified job options. Job options settings you specify in Acrobat Distiller affect only Distiller; that is, they have no effect on job options settings in Acrobat PDFMaker, the Export PDF dialog box, or the Acrobat Distiller printer.



6. Reduce the size of the PDF file in Acrobat, if necessary.

If a PDF file size is too large, you may be able to reduce it in Acrobat: Open the PDF file in Acrobat 5.0. Choose Tools > PDF Consultant > Optimize Space to remove any invalid bookmarks or links, or named hyperlink destinations that aren't used. If the document contains tags that you don't need, choose Windows > Tags, click the plus sign (+) next to Tags Root to expand the document structure, and then delete the tag beneath Tags Root. To remove embedded thumbnails, choose Remove Embedded Thumbnails from the Thumbnails pane menu. Choose Edit > Preferences > General, click Options, and select Save As Optimizes For Web View. Then, anytime you make changes to the PDF file, choose File > Save As to reduce the file size.

The Save command adds changes to the end of the PDF file; the Save As command integrates changes into the PDF file, reducing its file size. If Save As Optimizes For Web View is selected, the Save As command also optimizes the file. To find out if a document is optimized, choose File > Document Properties > Summary, and look at the Fast Web View option.



7. Make adjustments, if necessary.

If the PDF file is still too large, choose Tools > PDF Consultant > Audit Space Usage to see how much space different elements of your document occupy. PDF Consultant displays the total number of bytes used for specific document elements, including fonts, images, bookmarks, forms, named destinations, and comments. Click Remove Elements to remove the items you don't need. Then modify the contents of your original document, or specify different job option settings to reduce the size of specific elements.

